



Sands Application Information

Content Creator

March 2023

About Sands

Every day in the UK, 13 babies are stillborn or die shortly after birth.

Sands exists to reduce the number of babies dying and to support anyone affected by the death of a baby, before, during or shortly after birth.

Sands provides bereavement support services both nationally through its Freephone helpline, mobile app, online community and resources, as well as locally through a network of around 100 regional support groups based across the UK and run by trained befrienders.

Sands works in partnership with professionals, trusts and health boards and offers a range of training programmes and bereavement care resources to ensure that every bereaved parent and family receives the best possible care wherever they are in the UK.

Sands promotes improvements in practice and supports research to better understand the causes of deaths and save babies' lives.

Sands raises awareness of baby loss and works with government, key influencers and other stakeholders to make reducing the number of babies dying a priority nationally and locally.

Over the past 45 years, Sands has grown into a national charity with a powerful vision shared by dedicated volunteers, fundraisers, members, donors, healthcare professionals, partners, staff and bereaved parents and families.

Sands has grown its income by 40% since 2012 and, as part of our strategic plan, is focusing on how we can make the biggest difference to the lives of bereaved families and save babies' lives. To find out more, visit www.sands.org.uk

Our vision at Sands is for a world where fewer babies die and anyone affected by the death of a baby receives the best care and support for as long as they need, wherever they live in the UK.

Join us and help create a world where fewer babies die.

Saving babies' lives. Supporting bereaved families.

Sands Staff Benefits

Annual Leave

Staff receive 28 days annual leave per annum pro rata, plus bank holidays. Staff will be required to take 3 days annual leave during the period between Christmas & New Year.

Employee Assistance Services

As part of its commitment to employee wellbeing, Sands offers all Staff access to the Bupa employee Assistance service which offers free and confidential counselling and wellbeing support. Support is available on a range of issues including legal, financial, emotional, health, and work-related concerns.

Sand Cycle to Work Scheme

Sands has teamed up with Cycle Solutions to provide a Cycle to Work Scheme, which you can join to make considerable savings on the cost of a new bike and equipment.

Sands Pension Scheme

Subject to eligibility, you will be automatically enrolled into the Aviva Personal Pension scheme as soon as your employment commences. You can decide whether to remain in the scheme and/or make additional voluntary contributions if you wish.

Life Insurance

All Staff are covered by a Life Insurance Policy which pays 3 x annual salary to nominated beneficiaries. Staff also have access to Canada Life's WeCare wellbeing platform including 24/7 online GP, mental health counselling and financial and legal support. Additionally Staff have access to Bereavement Counselling and a Probate Helpline.

Flexible Working

All Staff can apply for flexible working with effect from their first date of employment.

Maternity Pay

Staff on maternity leave are paid their full salary for the first 26 weeks of their period of leave.

Leave for the Death of a Baby or Pregnancy Loss

Any member of Staff affected by the death of baby or pregnancy loss will be granted leave paid at their normal salary, regardless of the type of loss.

Sands is a vibrant, growing charity!

With a clear strategy, Sands is repositioning as a learning, developing organisation which aims to achieve excellence through people and offers a collegiate, collaborative working environment – making it an especially exciting time to join the charity.

Sands is an inclusive and diversity-friendly employer. We are committed to promoting equality, valuing diversity and working inclusively. We welcome and encourage applications from people of all backgrounds and do not discriminate on the basis of disability, race, colour, ethnicity, gender, religion, sexual orientation, age or any other category protected by law.

About the role

Sands is looking to recruit a creative and innovative Content Creator, to help us to deliver multiple design projects required by teams across the whole charity.

The post-holder will work closely with colleagues across departments to create engaging, informative and inspiring content for our new eLearning platform and other training offers. We're looking for someone who will bring our training to life through accessible, relatable, innovative digital content that enriches the experience of adult learners.

This is a new role which will provide the postholder with an opportunity to shape resources and content that works for our ambitious objectives. This will involve creating multimedia content such as film, animation, audio, slide decks and interactive documents for use in Sands training workshops and on our new eLearning platform.

We are seeking someone who is highly motivated, with a keen eye for detail and an organised approach to be able to effectively manage your workload and meet deadlines that must stay within budget.

With exceptional communication skills, you will have a highly creative approach with a flair for creating innovative and inspiring digital content that meets the needs of users in an engaging and inspiring way.

To apply:

Please submit your CV, together with a supporting statement that demonstrates how you meet the criteria in the person specification to recruitment@sands.org.uk. Please also complete the Diversity and Equality Monitoring Form and send this with your application.

Closing date for applications : 23rd April 2023

Interview Date: w/c 8th May 2023

As we have limited staff resources we are unable to provide candidates with feedback about their applications. **Interviews will be held online.**

Job Description

Job Title:	Content Creator
Responsible to:	Creative Design Lead
Location:	Home based (anywhere in the UK)
Contract:	Fixed Term Contract until March 2024
Hours:	17.5 Hours per week
Salary:	£16,125 per annum (£32,250 FTE) plus £156 Home Worker Allowance per annum (£312 FTE)

Key Responsibilities:

1. To create engaging training content, covering a range of media including film, animation, audio and interactive documents
2. To be responsible for the planning and delivery of various sized content projects from initial concept to completion and launch
3. To work efficiently and proactively with external suppliers and the internal cross departmental stakeholders

Principal Tasks

- Work closely with the Training and Education team and the Bereavement Support Services team to understand the purpose of new content and the needs of the audiences
- Create storyboards, concepts, mock-ups for review and sign off by the Creative Design Lead and the wider project team
- Work effectively with external creative agencies, suppliers and film makers. Manage these relationships effectively so that deliverables are achieved on time, to an exceptional standard
- Editing film content using editing software such as Adobe Premier Pro
- Accurately apply translations and amendments to creative content, where required
- Incorporate user-first in content design, testing content, reviewing engagement results and adjusting content to adapt
- Prioritise effectively and work on multiple project deliverables with varying deadlines and budgets

- Work closely with the eLearning producer to ensure that content created is in a suitable digital format and relevant for the target audiences
- Be a proactive member of the project team, communicate with confidence and proactively contribute ideas to help make the project a success

General

- Follow agreed processes for filing, storing and destroying paperwork
- Maintain the security and confidentiality of individual details as required at all times
- Abide by all Sands Policies and Procedures
- Undertake all mandatory training as required
- Participate in annual appraisal and personal development review
- Be familiar with matters relating to Health & Safety Management, as affecting themselves, their department and the organisation as a whole
- Promote the Sands vision and values at all times

This job description is not contractual and is liable to change over time

Person Specification

Skills and Experience		
Importance	Criteria	Assessment
Essential	Demonstrable experience of creating engaging and inspiring content, including film, animation, audio and interactive documents, from initial concept to launch	Application and interview
Essential	Experience of working successfully and effectively with external creative suppliers, film makers and agencies	Application and interview
Essential	Experience of drafting storyboards, concepts, mock-ups for review and sign off	Application and interview
Essential	Ability to communicate confidently with stakeholders at all levels	Application and interview
Essential	Experience of using a range of IT packages, including PowerPoint, MS Teams, Zoom, Word and Outlook	Application and interview
Essential	Experience of scoping user needs and creating content that meets these needs in an inspiring and engaging way	Application and interview
Essential	Comprehensive experience in editing software and filming, such as Adobe Premier Pro	Application and interview
Desirable	Experience producing creative content specifically for training for use by professional adult learners	Application & Interview
Desirable	Experience of working in a charity, understanding of working within the charity sector	Application and interview
Core Competencies		
Importance	Criteria	Assessment

Essential	A creative imagination with a flair for creating innovative and inspiring digital content	Application and Interview
Essential	Exceptional communication skills with ability to adjust style to suit audience and purpose	Application and interview
Essential	Empathy with Sands' aims, and comfortable working with bereavement as a subject matter	Application and interview
Essential	Excellent attention to detail and accuracy	Application and Interview
Essential	Self-motivated, with the ability to work to deadlines, manage multiple high priority projects at once	Application and interview
Essential	Proactive approach to problem solving and the ability to solve problems creatively	Application and interview
Essential	Good interpersonal skills including team working, negotiation and leadership skills	Application and interview